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ABSTRACT

This book, which is intended as a reference for teenagers and educators, profiles the lives and professional paths of the 100 most popular business leaders for young adults. Those profiled were selected for a number of reasons, including the following: their names are recognizable; they are associated with businesses and industries that are popular with teenagers (for example, the computer industry, fashion industry, music, entertainment, and sports); they can serve as positive role models as businesspeople and as members of the community; and they represent diverse ethnic and cultural backgrounds. Common traits running through the biographies are a passion for one's chosen profession, ambition, and devotion to career and company. The biographical sketches are based on extensive research and, in many cases, interviews with the business leaders or their spokespersons. The final list of business leaders profiled was shaped and approved by a panel of editors, educators, businesspersons, and teenagers. Each biographical sketch includes some or all of the following elements: name; field; career highlights; important contributions; career path; key dates; advice/quote; and suggestions for further reading. The following are among the individuals profiled: Paul Allen, Wally Amos, Laura Ashley, Jeff Bezos, Warren Buffet, Jenny Craig, Henry Ford, Roberto Goizueta, Quincy Jones, Spike Lee, George Lucas, Dineh Mohajer, Oprah Winfrey and Jerry Yang. (MN)

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